
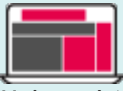




RUN OF SITE | Desktop

| | Format | CPM CHF Brut | CPM CHF net |
|---------|---|--------------|-------------|
| Premium |  Halfpage Ad | 25 | 17.5 |
| Basic |  Universal Ad Package ^{UAP)} | 10 | 7 |

UAP)

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.

CONTEXT TARGETING | Desktop

| | Format | CPM CHF Brut | CPM CHF net |
|---------|---|--------------|-------------|
| Premium |  Halfpage Ad | 32 | 22.4 |
| Basic |  Universal Ad Package ^{UAP)} | 13.5 | 9.45 |

UAP)

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.